

Message Text

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PAGE 01 KINGST 04119 042217Z

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FM AMEMBASSY KINGSTON

TO SECSTATE WASHDC 3484

UNCLAS KINGSTON 4119

E.O. 11652: N/A

TAGS: A-PER, JM

SUBJECT: PERSONNEL - INVENTORY OF MARKET RESEARCH SKILLS
AND POSITIONS

REF: STATE 235004

1. MAJOR MARKET RESEARCH PROJECTS SHOULD CONTINUE TO BE FARMED OUT TO COMMERCIAL FIRMS. NO EMPLOYEE IN KINGSTON'S COMMERCIAL SECTION IS A MARKET RESEARCH SPECIALIST. TEAM CONSISTS OF THREE JAMAICANS AND ONE FOREIGN SERVICE COMMERCIAL OFFICER ALL SUPERVISED BY THE CONOMIC/COMMERCIAL OFFICER. TWO JAMAICANS ARE COMMERCIAL SPECIALISTS, EACH OF WHOM HAS SOME MARKET RESEARCH DUTIES. THE COMMERCIAL OFFICER HAS BEEN SPENDING 15-20 PERCENT OF HIS TIME EITHER ON HIS OWN MARKET RESEARCH OR SYNTHESIZING AND EVALUATING MARKET RESEARCH DONE BY JAMAICAN EMPLOYEES.

2. IN THE PAST POST'S SIGNIFICANT MARKET RESEARCH PROJECTS HAVE BEEN DONE OUT-OF-HOUSE BY COMMERCIAL FIRMS UNDER THE DIRECTION OF THE DEPARTMENT OF COMMERCE ON AT LEAST TWO OCCASIONS. MORE RECENTLY THE COMMERCIAL SECTION HAS FINISHED SEVERAL DESK STUDIES AND HAS BEEN SUBMITTING IT S OWN "MINI-MARKET SURVEY" SERIES OF REPORTS ON INTERESTING MARKET SEGMENTS. THE TRADE OPPORTUNITIES PROGRAM ALSO HAS BENEFITTED FROM THE SECTION'S ANALYSIS OF MARKET TRENDS, PARTICULARLY BY IDENTIFYING AREAS WHERE OUR COMPETITORS HAVE SUCCEEDED AND WHERE AMERICAN EXPORTERS COULD DO BETTER.

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PAGE 02 KINGST 04119 042217Z

3. POST BELIEVES RESEARCH CAPABILITY GENERALLY IS

ADEQUATE TO THE TASK. GUIDANCE FROM USDOC ON DESK
STUDIES AND SIMILAR LIMITED MARKET RESEARCH APPARENTLY IS
SUFFICIENT TO OBTAIN THE DESIRED RESULTS. BERKLEY

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